



Minutes City Council Education and Technology Advancement Committee April 3, 2007

Minutes of the Council Education and Technology Advancement Committee held on April 3, 2007, 2:30 p.m., in the Third Floor Conference Room, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Barb Carter

City Staff Present:

Tom Canasi, Comm Services Mgr
Shelley Hearn, Comm Relations Mgr
Jan Hort, City Clerk
Chris Salomone, Comm Dev Mgr
Alex Smith, Technology Dev Specialist
Charles Smith, Webmaster
Sheri Wakefield-Saenz, Deputy Comm Dev Mgr

Guests Present:

Ray Castillo, ASU – Career Services
Ron Bergez, Tempe Prep Academy
Pam Goronkin, DTC Executive Director
Robin Hammond, ASU - Career Services
Barbara Khalsa, Rio Salado Community College
Mary Ann Miller, Tempe Chamber of Commerce
Shirley Miles, Tempe Union High School District
Karen Poole, MCCCCD, Associate Director
Chris Samila, ASU Green Summit 2007 Director
Andrew Samuelson, ASU student
David Schauer, Kyrene School District
Dr. Arthur Tate, Superintendent, Tempe Elementary School District

Technology Advancement

Councilmember Shekerjian called the Technology Advancement portion of the meeting to order at 2:35 p.m.

Agenda Item #1 – Public Appearances

None.

Agenda Item #3 - Sustainability Summit Update

Chris Samila, ASU Green Summit 2007 Director, summarized that the Summit is a unique opportunity to bring the community, businesses and ASU together to advance sustainability.

- Summit is scheduled for April 19th on the ASU Student Services lawn from 3 – 7 p.m.
- The goal is to illustrate the economic side of “green.”
- The event is student-led.
- The corporate sector has begun to support sustainability and the Summit will reveal what they are doing.
- Green consumer products will be exhibited.
- Advocacy groups.
- Website will be completed this week to provide details.

Councilmember Shekerjian asked Barbara Khalsa and Karen Poole for any suggestions.

Barbara Khalsa responded that Rio Salado Community College has committed to “green” and she will seek ways for the community colleges to help with the event.

Mr. Samila added that this will also be a career fair and there is a desire for buses to bring students from the community colleges.

Councilmember Shekerjian added that ASU is also looking for sponsorships.

Nikki Ripley stated that she will prepare a press release and air the information on Tempe Channel 11.

Charlie Smith will add this information to the City’s website as well.

Agenda Item #4 – Promotion of Bio Tech and Nano Tech internship opportunities

Sheri Wakefield-Saenz summarized that she has forwarded information on the Green Summit to the Tempe Union High School District (TUHSD) and the Maricopa County Community College District (MCCCD), and it is on their calendars. She has also connected with the Arizona Technology Council, Arizona Department of Commerce and the Ira A. Fulton School of Engineering (IAFSE). This may result in sponsorships.

Alex Smith summarized that the Biodesign High School Summer Internship Program had more than 100 responses this year. They put out applications valley-wide and have high school students do research for the summer. The deadline for this year’s program has already passed, but as soon as they roll out the program for next year, it will be added to our website. The protocol would be that he will be able to retrieve information from their website, change the dates for next year’s program schedule, and place it on the City website.

Barbara Khalsa added that Rio Salado Community College would like to be able to offer information to high school students who are involved in dual enrollment.

Councilmember Shekerjian clarified that next year as projects are coming up, Mr. Smith will let the committee know when it is appropriate to get the word out.

Mr. Smith added that the website should be up and running and every time it is updated, staff will bring it to the Committee. MCCCDCD is ready to be published. Staff has met with Patty Vogel and Linda Littrell to further refine TUHSD role on the website and sustainable program text is being developed. All text should be ready by next month.

Agenda Item #5 –Web site update

Shelley Hearn summarized that the Committee had planned to discuss the idea of focus groups with people interested in using the site. Since Michelle Gurrieri is currently on leave, that has been on hold. It will be important to receive feedback now that the site is up and running.

Councilmember Shekerjian added that employees need to be included in the focus groups, as well.

Charlie Smith summarized that there are still a lot of hits, but there are less pages. One beneficial aspect is the "site assistance form" at the bottom of the menu to be used when someone has trouble finding what they are looking for. This form is providing better feedback and providing better detail to quickly fix problems. There are five to six forms being submitted per week. Staff is redoing the stats packet. The use of the business site is climbing.

Councilmember Shekerjian asked how often the stats are assessed.

Mr. Smith responded that the stats are assessed once per month, with the main focus looking for trends.

Agenda Item #6 – Recap of Nano and Giga Challenges Conference

Sheri Wakefield-Saenz summarized that the Nano and Giga Challenges Conference (NGC2007) was previously held in Russia, but this year was hosted by ASU on March 12-16.

Alex Smith summarized that this conference is traditionally held every two years. The City served as part of the organizing committee in partnership with Ira A. Fulton School of Engineering and Arizona Institute for Nano-Electronics. Goals associated with the NGC2007 participation were to:

- raise awareness of the nanotechnology sector;
- further the goals of the Arizona Institute for Nano-Electronics;
- foster international collaboration with ASU scientists; and
- expand and grow relationships with community partners.

Key conference personnel were:

- Anatoli Korkin (Nano and Giga Solutions) who headed the conference in Moscow and Krakow, Poland;
- Steve Goodnick (Associate VP of Research at ASU);
- Herb Goronkin (Lux Capital), co-organizer;
- Tom Miller (Endeavor Innovation Partners), who assisted with the business section; and
- Herb Finkelstein (IAFSE, ASU).

Mr. Smith summarized that there was a scientific track and a business track, with the scientific track stronger than the business track. It has traditionally been a scientific conference and part of our involvement was to develop the business track. The results of the conference were:

- 341 registered participants;
- more than 800 post-conference hits on the website per day;
- working with Tech Connect to generate articles for upcoming issues;
- developing follow-up interview questionnaire for VIPs and industrial researchers;
- international exposure for ASU and the City of Tempe; and
- rationale for pursuing scientific conferences with Tempe Convention & Visitors Bureau (TCVB).

Ms. Wakefield-Saenz added that two Nobel Laureates were in attendance. Bio Tech growth is part of our strategy. Nano and Giga are things we already do well in industry, in research, and in the University and areas that we are trying to capitalize and grow.

Agenda Item #7 – Outline of BIO 2007 AZ booth design and conference activities

Sheri Wakefield-Saenz summarized that there are nearly 20,000 international participants in the BIO which is usually held in Boston and New York. The conference consists of two different tracks—the Expo and the technical track. Tempe has been participating in the Expo's Arizona Pavilion for years with the Department of Commerce (ADOC). ADOC has refined the message and the mission of the conference over the years and has also invested more resources in the form of money. The Flinn Foundation and the City of Chandler have now joined the booth design committee. Arizona makes quite a large statement at the BIO every year. The unique opportunity with Alex Smith on staff is the ability to attend the technical track and participate with the researchers and corporate members while they are learning and growing in their field. The BIO 2007 will be held May 6-9 in Boston.

Alex Smith added that the booths at the Expo Hall can cost up to \$150K and cover a city block. The strategy for the Arizona booth design is relevance while containing costs. The booth was designed around science, rather than a sales pitch, to reflect Arizona's strengths. It is comprised of four pillars representing collaboration, science, growth (of the bioscience sector) and location. The booth incorporates a "Biozona" theme. The modern design is a significant improvement compared with last year's and is more in line with the competition. It will include a large TV screen which highlights buildings, researchers, locations, etc. Most of the graphics include quotations, awards and facts associated with bio-growth in Arizona.

Ms. Wakefield-Saenz added that experts from the field will give mini-presentations in the booth during the conference.

Councilmember Carter asked how the sponsors are recognized.

Mr. Smith responded that the sponsorships will be shown on the sides of the pillars and the collaborations will be highlighted on the video.

Agenda Item #8 – Future Agenda Items

- Internship opportunities – update on monthly basis and assess hits for feedback
- Bring back internship website when it is running

Agenda Item #2 – Approval of Technology Advancement Minutes

Motion by Councilmember Shekerjian to approve the Technology portion of the Committee Minutes from March 6, 2007. Second by Councilmember Carter. Motion passed unanimously.

EDUCATION

Agenda Item #1 – Public Appearances

Chris Samilla, ASU, spoke on the Green Summit 2007. Students have developed a Green Summit which will take place on April 19, 2007, and ASU departments are offering support. The goal of the event is show that going green is not just good for nature, but is also good for economics. A career fair will be included and many companies will be hiring interns. Many vendors are coming from Buckeye. Buckeye has one of the first LEED-certified schools, which certifies the school is designed in a healthy way. Data is available showing that students perform better in schools composed of green buildings. It is important to get the word out to parents and students to begin thinking about these ideas. Information is available on the website www.GreenSummit.net.

Councilmember Shekerjian noted that the Green Product Showcase would be of special interest to families. She added that Mr. Samilla is looking for partners and support.

Agenda Item #2 – Approval of Education Minutes

Motion by Councilmember Shekerjian to approve the Education portion of the Committee Minutes from March 6, 2007. Second by Councilmember Carter. Motion passed unanimously.

Agenda Item #3 – IB and Legislative Update

Dr. Shirley Miles summarized that this is a tough year because of the school district's financial strain. Several meetings have been held with legislators and a meeting was also held concerning matching funds from the City. The district has partnered with some of the private organizations in Tempe and there are grants available. This will need to be a community effort. It's not just about the school district.

Councilmember Shekerjian added that the high school district is facing some of the same problems that the City is facing with the concerns about paying for retiree healthcare benefits. Some of the district staff also view this as competition for funds. She summarized that when this committee was formed, she sat down with the superintendents and some of the board members and presented the work plan and obtained agreement on the items. She asked what kinds of things they would like the City to help with and they said that they need help finding extra resources to fund an International Baccalaureate (IB) program. Through that, a variety of different approaches were outlined to help with the funding. Both start-up money and sustaining money is needed. She further summarized:

- Our federal lobbyists have found some monies. Tempe High School is a Title I school which means a lot of the students would qualify for assistance and application could be made for money that has been set aside.
- There is a bill in the legislature to provide a grant process for an international studies program. If the IB program qualifies, application could be made. She and several board members took a field trip to the legislature recently and testified how this international studies grant would be important. It would provide \$100K per year if that legislation passes. Unfortunately, there have been obstacles from some of her peers who feel that the IB is a program would undermine the sovereignty of our country.
- Research is being done on setting up a private fund for an IB program. Businesses are not really interested in contributing to a general education fund. They are interested in knowing their dollars are being directed in one particular place. The Friends of Tempe International Baccalaureate Trust Fund is being considered. The Tempe Community Foundation was originally considered, but Zita Johnson felt that since there was already a foundation (Tempe Education Foundation for the High School District), they should be approached. That will be done this week to see how those funds might be set up.
- There is misinformation about the City's role. The City's role is simply to provide matching funding opportunities. She suggested a "My Time" editorial co-authored by Councilmember Carter, Zita Johnson, and her to dispel misinformation and to show the opportunity for private funding.

Dr. Miles suggested having Tempe High write a white paper. Tempe Union is one of only three districts in the State offering retiree healthcare and the district is at a disadvantage because it doesn't have extra funding coming in to balance that. Educational institutions have limitations on what they can do to raise money.

Councilmember Shekerjian suggested that both Dr. Miles and another Tempe High representative participate when they meet to draft that article. Dr. Miles is probably more sensitive to what needs to be addressed in the community. We hope that the next piece to the action item will be to create a template for the elementary school, not just for the high school district.

Agenda Item #4 – Career Fair Expo Update

Karen Poole summarized that they are beginning work on the September 2008 Career Fair Expo. She needs to work with the Maricopa County Community College District to see which of the East Valley colleges will be represented and put together a proposal for the Committee. Last year, there were 220 exhibitors and between 11,000 and 15,000 attendees.

Councilmember Shekerjian suggested scheduling a meeting with Ray Castillo at ASU to work out a potential location, such as Wells Fargo Arena.

Agenda Item #5 – Bridges Update

Councilmember Shekerjian reported that she and Bob Donofrio talked today and he has set up an opportunity to meet with the CEO of Bridges who will be in town on April 11-13. We will approach them with the possibility of a beta test site, as they don't yet have the data to show the program works in an after-school enrichment program. She asked Tom Canasi to also participate.

Agenda Item #6 –Announcements

- Lynette Stonefeld announced that the Tempe Showcase, entirely produced by high school students, will be held at the Celebrity Theater on April 15th from 1 p.m. – 3 p.m. Students from all three districts will be participating. This is a free event.
- Dr. Miles thanked the TCC for the Cinderella Affair which distributed 600 prom dresses to students who couldn't afford dresses. Kate Hanley added that they are looking for about 1200 sq. ft. of space to temporarily store 2200 dresses. The dresses are currently at the Pyle Center. Dr. Miles will be looking for storage within the school district. Councilmember Carter will also provide information on potential storage space. Kate Hanley thanked Dr. Miles for her support of this project over the years. She reiterated that this community is a very caring community.
- David Shower stated that he is also interested in the IB program. People tend to look at the immediate need rather than looking at the long term picture. The Kyrene Preparatory Academy has been developed at Kyrene Middle School for sixth, seventh and eighth grade students. It is a pilot program this year, but they hope next year to expand it to all grade levels. Maybe that concept could be tweaked to meet the high school IB program. Councilmember Shekerjian suggested having the Kyrene Preparatory Academy on the city website. Shelley Hearn said she would check to see if there are links to the school district websites and she asked Mr. Shower to send her their link.
- Dr. Tate announced that the Tempe Impact Education Foundation Annual Awards are scheduled for April 28th. Tickets will be \$60 and flyers will be released soon.
- Tom Canasi congratulated Dr. Tate on their fund-raising event at the Basha Art Center. They raised \$30K for preschool education.

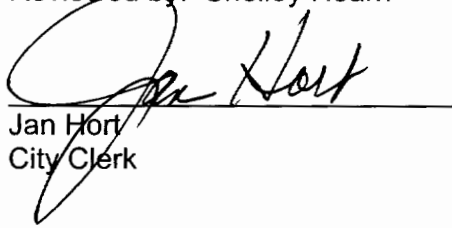
Agenda Item #7 –Future Agenda Items

None.

Meeting adjourned at 3:50 p.m.

Prepared by: Connie Krosschell

Reviewed by: Shelley Hearn

A handwritten signature in black ink, appearing to read "Jan Hort", is written over a horizontal line. The signature is stylized with a large loop at the beginning and a long, sweeping tail.

Jan Hort
City Clerk